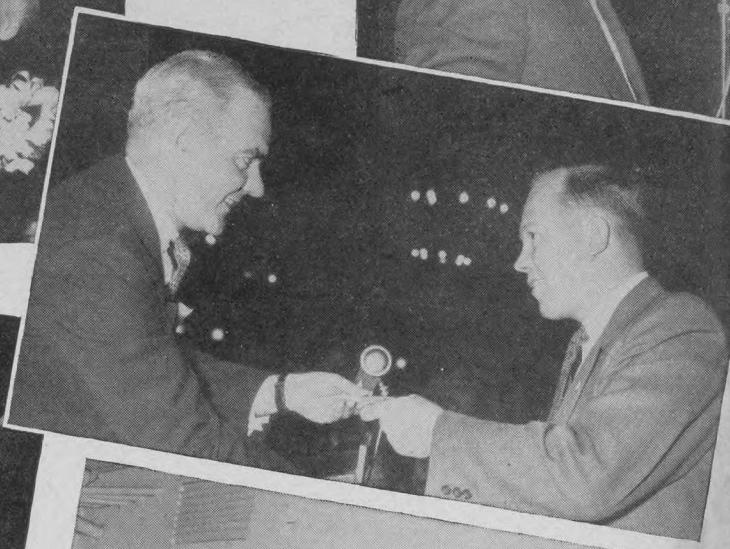
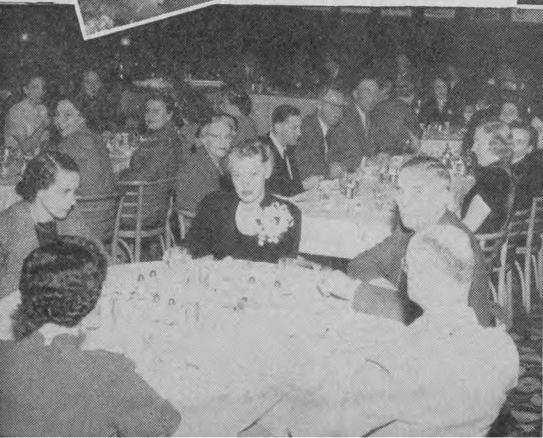




Contacts

DECEMBER 1953







Left—Mr. Muirhead, campaign chairman, expresses his pleasure with the results.
Centre—Mr. Paul Palk accepts the awards for 232 Department.
Right—Mr. Henry Voegeli receives the awards for the Grill Room kitchen staff.

Courtesy—The Keyword

C—is for COURTESY—which to you who have won, comes naturally.
O—is for OURS—our customers, our Store, our satisfaction, our good will.
U—is for the USE you can make of your personality, your thoughtfulness and
R—is for the REWARD you get for a job well done. [your efficiency.
T—is for the TRUST that the customer will have in you.
E—is for the EVERLASTING appreciation you will get from a satisfied
S—is for SUCCESS. [customer.
Y—is for YOU who have achieved that success."

Just as courtesy was the keyword in Mr. Bruce Sutherland's talk to the winners of the Courtesy and Service Campaign Contest, so it was the keyword in the contest and in the day-to-day life of those who were honoured by the banquet held Friday, October 30.

The Grill Room tables were nicely set and the dinner itself perfect in every detail from the fried chicken to the after-dinner mints. Mr. Muirhead, chairman for the evening, introduced the supervisors of the winning departments, Mr. J. E. Dolan, Departments 232 and 528; Mr. J. D. Laing, Department 1100D. A congratulatory telegram from Mr. R. T. Godwin, head of Department 428, was read, and Mr. G. Pryce's regrets for his absence were tendered.

Further introductions were made so that everyone would be familiar with winning expense and service personnel, the conference leaders and the Courtesy and Service Campaign Committee.

The laughs for the evening were provided by Len Andre and his repertoire of mimicry and patter.

Mr. Muirhead expressed the thanks and satisfaction of the committee for the attitude of everyone participating, and felt that the conference, campaign and contest had been enthusiastically received by all concerned.

Mr. W. L. Palk expressed the Company's satisfaction in the whole program and pointed out that service and courtesy were two of the founding principles which had enabled our Company to grow so rapidly and successfully.

(Continued on Page Seventeen)

* * *

Descriptions of Pictures on Facing Page

Top Row—Left: Miss L. Martin, of the Grill Room, thanks one of the volunteer waitresses. Right: Mr. Bruce Sutherland congratulates the winners.

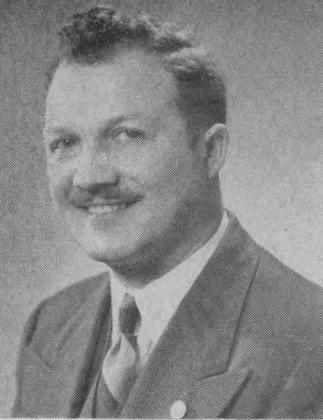
Second Row—Left: Len Andre—need we say more? Right: Mr. Stanley Anderson receives 428's awards from Mr. Palk.

Third Row—Left: Miss Stella Joyce accepts the awards for the Grill Room. Right: The scoreboard at contest's end.

Lower Row—Left: A view of some of the winners. Right: Mr. Palk presents the awards for Department 528 to Mr. A. Mudge.

We Honour The...

of the Recent Courtesy



ARNOLD PEABODY
Men's Furnishings



ARNIE MONK
Opticals



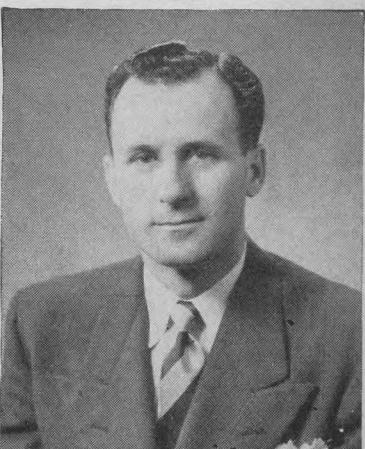
EWAN MCFADYEN
Economy Draperies



ALBERT MUDGE
Boys' Furnishings



JACK SPARKS
Men's Clothing



PAUL PALY
Boys' Clothing

Conference Leaders and Service Campaign



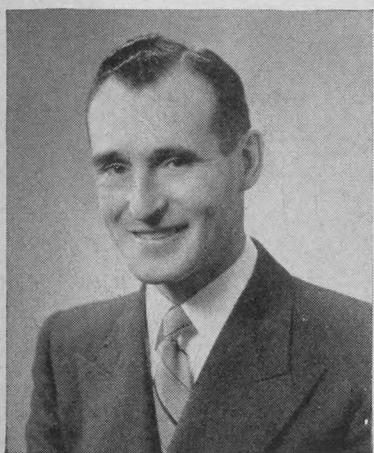
GEORGE HAMMOND
Basement Men's Clothing



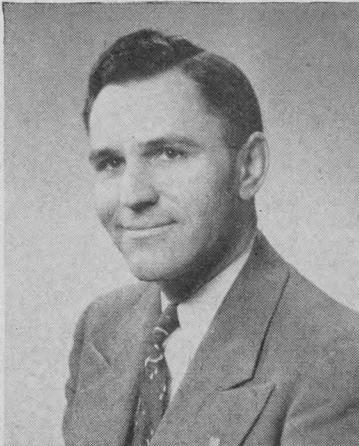
MISS JEAN FLOWER
Ribbons



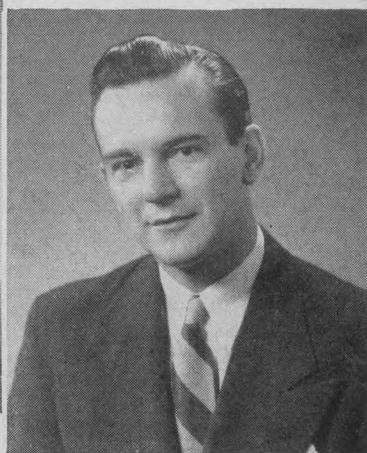
MRS. MARY HUNTER
Furniture



LES WALKER
Floormen



GORDON EISENER
Electricals



BOB ADAMS
Budget Plan



CHARLIE IVES
Sporting Goods



Joseph R. Hiddleston

Forty Years With Eaton's



Stanley H. Cameron

JOSEPH R. HIDDLESTON

Congratulations from all sides were extended to Joe Hiddleston, Farm Implements, when he celebrated his 40th anniversary on October 24. (Actual date, October 25.)

At a presentation held the morning of his anniversary, Joe received a coffee table. The presentation was made by Mr. Gill Edginton, assistant, on behalf of the department and the boys at George Street Warehouse.

It was a jolly crowd that attended the dinner party at the Paddock the evening of October 26, when Joe and Mrs. Hiddleston were guests of honour. After dinner, Joe was the recipient of a lovely ornament which, no doubt, will enhance the coffee table he received earlier. A sing-song and dance climaxed a very enjoyable 40th anniversary for Joe and all concerned.

Mr. Hiddleston, who was born in Carlisle, England, served with distinction with the 44th Infantry Battalion, 1915-1919, and received the Military Medal for his actions. His career with the Company has been divided between the M.O. Packing, where he spent the first year and a half, and the Farm Implements, where he has 38½ years' service. Married, he has two sons and a daughter, and his hobbies are gardening and motoring.

STANLEY H. CAMERON

The Curtis Hotel on the evening of Tuesday, November 3, was the scene of a dinner party and stag for Stan Cameron of the Men's Clothing. The occasion was Stan's 40th anniversary with Eaton's. Gathered there that night were men from his own department, the Made-to-Measure Shop and the Tailor Shop. On behalf of this group, Mr. Ed Martin, supervisor, presented Stan with a beautiful set of five golfing irons. Mr. F. Landskroner, of the Montreal factory, was not present in person, but Mr. Martin presented Stan with a bone china vase on his behalf.

Mr. Cameron started with the M.O. Exchanges 40 years ago, but for the last 39 years has been associated with the Men's Clothing in both the Store and the Mail Order. He is married and has four daughters and one boy. Three of his daughters are former Eatonians. He is also a grand-dad eight times.

A very active sportsman, Stan is a member of Assiniboine Golf Club and does a great deal of hunting and fishing in season, and hecurls during the winter. This youthful-looking man is a grandfather in name only.



So Long, Old-Timer!

ROBERT MARTIN

Bob Martin, who arrived in Winnipeg from Belfast in 1913 and went right to work for Eaton's, retired on October 17. He was a member of the Elevator staff. Mr. A. P. Bowman, supervisor, presented Bob with a combination cigarette lighter and case on behalf of co-workers.

Mr. Martin is married, and after 40 years in Winnipeg with Eaton's, cannot see any reason for moving away now. The best of luck to you in the years to come, Bob Martin.



Miss Daisy Ross



Miss Bessie M. Windling

Thirty-Fifth Anniversaries

MISS DAISY ROSS

From Londonderry, in Northern Ireland, hails Miss Ross who celebrated her 35th anniversary with the Company on Monday, November 16. Daisy has worked in the Paint Department since she started with Eaton's.

In her honour on the morning of her 35th, the department gathered at a breakfast held in the Grill Room. Mr. C. S. Carswell presented her with a Keystone movie projector on their behalf and thanked her for her many years of loyal service. He also congratulated and wished her many more happy years with the Company.

MISS BESSIE MAY WINDLING

Bessie Windling, of the M.O. Inquiry, celebrated her 35th anniversary with the Company on October 28. In honour of the occasion, a breakfast was held in the Grill Room. This was attended by a good representation of her associates from Departments 159, 167, 173 and 78. On behalf of those present, Mr. Scarr presented Bessie with a complete flash outfit and camera as well as many other personal gifts. Later on in the morning, Bessie received a steam iron from the four departments and was kept busy for the rest of the day receiving her many friends from the Mail Order and Store.

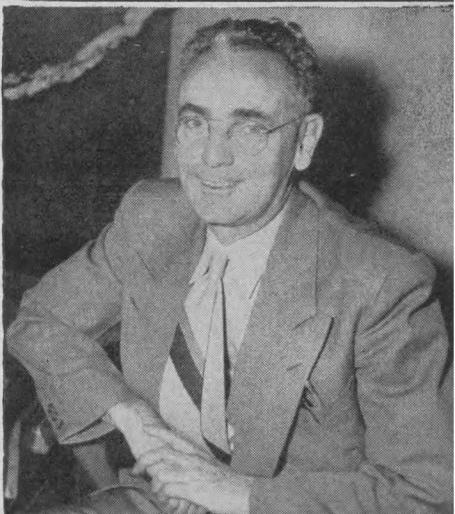
Miss Windling, who was born in Oswego, New York, has been a member of Department 159 staff for 24 years and was formerly with the now extinct Department 125.

ROBERT LAIDLAW

Is there anyone in the Eaton fold in Winnipeg who does not know Bob Laidlaw? After 35 years with the Company, two as a parceler, 20 in the Wages Office, two in the Cash Office and the last 11 in our Employment Office, Bob has become a most familiar figure indeed. Hundreds who have never had the opportunity of working at Eaton's know him through contacting him in the Employment Office. Bob celebrated his 35th year of service with Eaton's on November 13 and a host of well-wishers were in and out of his office all day long.

At a presentation the morning of his anniversary, Mr. Bruce Sutherland, Staff superintendent, presented Bob with a bridge set from the department. He also received a car robe and a wallet from the Wages Office and Time Office respectively. That evening he was honoured by his close friends and associates at the home of Mrs. Ruby Fraser. Mr. A. D. Macdonell, retired supervisor of the Staff and Welfare Department, traced Bob's career in the Store and, on behalf of those gathered, presented him with a clock radio and a "valuable" copy of a modern painting.

Mrs. Laidlaw, the former Frances Senior, is a former Eatonian, and they have two children, Virginia and Brenda. Curling, soccer and football give a great deal of pleasure to Bob, both from a participant's and spectator's point of view.



Robert Laidlaw



Welcome to the Eaton Quarter-Century Club

"MATT" MATTHEWS

November 5 was a big day for H. M. "Matt" Matthews of the M.O. Budget Plan Department, when he celebrated his entry into the Quarter-Century Club. Matt received a Samsonite Three-Suiter, presented by Mr. F. J. Ottley, head of department. Many personal gifts were received by Matt.

That evening a supper dance was held at the Roseland Gardens and Mr. and Mrs. Matthews received a pair of Trapper Point blankets and a table lamp from those present. Mr. R. B. T. Whitbread, supervisor, made the presentation. Matt had spent 20 years in the Store Budget Plan before moving to the Mail Order five years ago.

His two sons, Bert and Reg, and his curling (ten years with the Eaton Club and seven with Elmwood) keep Matt interested and busy while away from work.

HENRY A. KUHN

Friday, the 13th of November, was no unlucky day for Henry Kuhn, the popular signature in the Basement Meats. That morning the department assembled to honour him and Mr. W. Hodgson, supervisor, presented Henry with a radio and silver tray on their behalf.

Mrs. Kuhn was not overlooked and received a bouquet of 25 roses to mark the occasion. Henry commented in his thank you that for 25 years he had work for a Company with which he was proud to be associated, and there was none better anywhere.

The many gifts he received during the day included one from the extra help of the department. Saturday evening the Kuhns held open house for their friends and associates and the dancing and singing made a very enjoyable evening.

Mr. Kuhn, whose whole 25 years have been spent in the Basement Meats, is married and has a son and two daughters. Gardening and swimming are his two main hobbies.

CHARLES B. PETERS

Mr. Peters, who has been with the Printing Plant for 25 years, celebrated his entry into the Eaton Quarter-Century Club on Thursday, November 5. Married, he and his wife have one daughter, Janet. Charlie is a member of Capitol Lodge No. 136. Gardening and the odd game of golf keep him in good shape during the summer.

On Charlie's anniversary the boys in the Composing Room presented him with a remembrance gift. Congratulations and the best to you from Contacts, Charlie Peters.

MISS CATHERINE M. MCLENNAN

Miss McLennan celebrated her entry into the Eaton Quarter-Century Club on Saturday, November 14. Except for a short stint in the Fancy Goods when she started with the Store, she has been connected with the Millinery in both the Store and the Mail Order for her full 25 years. At present, her department is the M.O. Millinery Work-room.

To help commemorate the day a lovely set of twin travelling cases was presented by Mr. L. E. Christie on behalf of the staff and managers of Departments 3 and 4, the Work-rooms, and supervisors Mr. F. O. L. Wicks and Mr. L. A. Tempest.

Description of Pictures on Facing Page

(Left to Right)

Top Row—"Matt" Matthews, Henry A. Kuhn, Charles B. Peters.

Second Row—Miss Catherine McLennan, Miss Sadie McKay, Miss Ruth Bardal.

Third Row — Daniel H. Evans, Miss Hazel Giroux, Robert N. Gregg.

Lower Row—Joseph D. Trainor, Miss Barbara F. Kent, Norman G. Phillips.

Kay is an active member of the Knox Church Business Women's Study Club, does a lot of needlework and right now is looking forward to a trip to California which she has planned for after Christmas.

MISS SADIE MCKAY

Another one of the lasses from the Candy Factory in the person of Miss Sadie McKay, joined the Quarter-Century Club on October 16. Her table was very prettily decorated. Mr. Jack Woodhouse, department head, presented Sadie with a mantel radio from the department. She also received a plate glass mirror, lovely lamp and various other gifts from her co-workers. Best of luck to you, Sadie, and many more happy years with the Company.

MISS RUTH BARDAL

On the morning of October 29, a presentation of Wedgwood china was made to Ruth Bardal by Mr. D. W. Neelands on behalf of the Wages Office staff on the occasion of her 25th anniversary with the Company. She also received other gifts from her many friends and associates. In the evening of that day a party was held in her honour at the home of Louisa Maughan where she was presented with a picnic hamper for use on those country jaunts in that new Chev.

Except for three months in the M.O. Toys when she joined the Company, Ruth has been in the Wages Office. She is a member of the Dorcas Club of First Lutheran Church and an active golfer and curler.

DANIEL HENRY EVANS

Mr. Evans, of the Winnipeg Buying Office, celebrated his 25th anniversary with the Company on November 5. On that morning Mr. F. W. Frogley, on behalf of the department, presented him with a large plate glass mirror for his home. In the evening at a supper party honouring him and Mr. W. E. Sanderson (who celebrated his 30th on October 24), Mr. Evans received a set of seat covers for his automobile; and his wife received a beautiful corsage and lovely bouquet.

Mr. and Mrs. Evans have three sons, Bill, Gary and Murray. The Eaton Mixed Five-Pin Bowling League is his main winter sport.

MISS HAZEL GIROUX

Here is another to whom Friday, the 13th of November, was not unlucky. Miss Giroux celebrated her quarter-century anniversary with the Company on that day. In the morning Mr. N. R. Batting, on behalf of the staff, presented her with a cherry mahogany coffee table as a remembrance of the occasion. During the day there were many gifts, letters and wires to remind Miss Giroux that this was her "lucky" day. In the evening, she was the guest of her friends and associates for dinner at the Paddock.

Hazel has been associated with a fashion department for all but four months of her career with the Company, having worked in the Millinery, the Self-Serve and the Women's Dresses. Golfing is her main outside interest.

ROBERT NORMAN GREGG

On October 22, Mr. Norman Gregg, head of Department 5, Books and Stationery, spent a very busy day receiving congratulations from his host of friends on the occasion of his 25th anniversary. He arrived at work on time, as usual, to find his desk gaily decorated and high with telegrams from his many business associates.

Mr. Gregg received an Encyclopaedia Britannica Set from the department, and to complete the day, Departments 205 and 5 Mail Order held a supper and entertainment in honour of Mr. Gregg and Miss Barbara Kent from Department 205, who also celebrated her 25th anniversary the same day. Mr. Gregg

(Continued on Page Eleven)



Miss L. Davidson, Executive Offices, Honoured on her "25"

"Where else could you have so much fun?" That is how Miss Lettie Davidson, that efficient and effervescent member of the Executive Offices' secretarial staff, describes her 25 years with Eaton's, the completion of which she celebrated on Monday, November 9.

A day of busy activity—receiving congratulations in person, and by wires and letters from near and far—commenced with a breakfast at which the Company presentation of a diamond ring was made by Mr. A. R. Tucker, general manager, in a few well chosen words.

Mr. R. M. Pinfold, with whom Lettie has been associated for many years, paid tribute to her capabilities, the dignity and deportment with which she has occupied her position, and to the co-operation and help he received in accomplishing the work to be done. She has a large circle of friends throughout the Company, all of whom wished her well, he said, and on behalf of those attending the breakfast, he presented her with an English reproduction silver tea service.

Expressing her thanks, in very adequately chosen words, Miss Davidson referred particularly to the help given her in so many ways by Miss Hutchinson and Miss Nott.

Beautiful bouquets of flowers awaited her at her desk, as did a large number of personal gifts from friends around the Store.

A native of Glasgow, Scotland, and still retaining a trace of a burr, Miss Davidson worked in the Mail Order Inquiry for six years, prior to moving to the Merchandise and Executive Offices. Possessor of a real "green thumb," she is an ardent gardener and enjoys her summer cottage to the full. Collector of fine recordings, she thoroughly enjoys symphonic and vocal music.

Congratulations, Lettie. We hope you enjoy that six weeks' holiday to the full!

Congratulations on Your Thirty Years With Eaton's

MISS MARGARET WILLIAMS, Men's Shoes.....	November 1
MR. WILFRED YOUNG, M.O. Infants' Goods.....	November 5
MR. REGINALD D. HINCH, Candies.....	November 8
MISS MYRTLE MURRAY, M.O. Exchanges.....	November 9
MR. DANIEL REA, Receiving.....	November 15
MR. WILLIAM L. LAW, Garage.....	November 17
MR. ALPHAEUS ROURKE, Seeds and Plants.....	November 21
MRS. VELMA HOLBROOK, Leather Goods and Handbags.....	November 22
MR. SYDNEY DAY, Service Meats.....	November 26
MISS MARGARET VESTRUP, Fancy Goods.....	November 30



Left to Right: Bill Stewart,
Lil Greenberg, Alberta Mc-
Skimmins, Sam Poole.



Centre: President Bill Stew-
art congratulates winner
Frank Day.

The crowd at
dinner.



Lawn Bowling Wind-Up

The night of October 31, celebrated as Hallowe'en, was also the night of the Lawn Bowling wind-up. The members of this group, and their friends, gathered at Moore's for a banquet and dance. The table was decorated with favours denoting the day, in the traditional orange and black, and soon all were wearing the paper hats and holding forth lustily on the noise-makers.

The head table was presided over by President Bill Stewart, Vice-President Alberta McSkimmins, Treasurer Sam Poole and Secretary Lil Greenberg. The champion lawn bowler was Frank Day (retired), but everybody was a prize winner and received a present.

After the meal a sing-song was held with Bill Lord, M.O. Musicals, capably assisting on the piano. Dancing was enjoyed by all, with social one-steps really mixing up the members and their guests. It was with a very real reluctance that the group dispersed.

Welcome to the Eaton Quarter-Century Club

(Continued from Page Nine)

was presented with a bracelet for his quarter-century watch.

Mr. Gregg's Eaton career has been a varied one, but through it all has run his association with the Books and Stationery in both the Store and Mail Order. Before assuming his present position he was head of department in the Paints and Wallpapers. Previous to that he was assistant in the Store Books and Stationery.

He is married to the former Mary Ivy Shorten, of Department 201, and they have three children, two boys and a girl.

Mr. Gregg's outside interests, such as the Board of Westminster Church, the A.O.T.S. Men's Club, the Little Theatre and the Wolesey Home and School Association, consume much of his spare time. However, there is always time for his family and their summer home at Falcon Lake.

JOSEPH P. TRAINOR

At the age of 19, after two years at St. Dunstan's University in Charlottetown, P.E.I., his birthplace, Joe Trainor joined Eaton's Advertising Department on October 22, 1928. To celebrate his 25th anniversary the department presented Joe with a La-Z-Boy chair. That evening the boys of the City Advertising held a stag in his honour at the Curtis Hotel and presented him with a gift certificate.

He has two children, Patricia (17) and David (21) who has made quite a name for himself playing hockey, first with Winnipeg Monarchs and later in Milwaukee, U.S.A. Joe, himself, is a familiar figure at almost any sporting event you wish to name, but particularly hockey, baseball and football games. He plays golf, too, but to quote him, "not too well."

Congratulations, once again, Mr. Trainor, on your 25th, and may you have many more happy years with the Company.

MISS BARBARA FRANCES L. KENT

Except for two months spent in the M.O. Correspondence, Miss Kent's 25 years of service has been with the Books and Stationery Department in the Store. She became a member of the Quarter-Century Club on October 22. On that evening a joint celebration honouring her and Mr. R. M. Gregg, of Department 5, Mail Order, was held in the Empire Room of the St. Charles Hotel. Here she was presented with a matched set of luggage by Mr. S. Florence, supervisor, on behalf of the department.

Singing, dancing, movies and the reading of many congratulatory letters and telegrams helped to round out the happy evening.

Miss Kent is an avid bridge player, bowler and traveller. The luggage set will be used in May when she leaves on her long-planned six-week vacation trip.

NORMAN GEORGE PHILLIPS

Mr. Phillips, who is head of department in the Children's Shoes, started his Eaton career in the Brandon Store in the Shoe Department where he spent 12 years before moving to the Lethbridge Store and the Shoe Department there. Here he remained until four years ago when he assumed his present position. Married, he has a married daughter and son, Ron, at home.

On the evening of his anniversary, the 24th of October, at a staff party held at the home of Mr. Holt Boyd, he was presented with a smoker. At a dinner, held November 9, Mr. Phillips was presented with a pair of powerful binoculars. Mrs. Phillips received a lovely bouquet of red roses. Among those attending the dinner were the managers of the Shoe Departments in the Western Stores and Mr. H. A. Collins of the General Merchandise Office in Toronto.

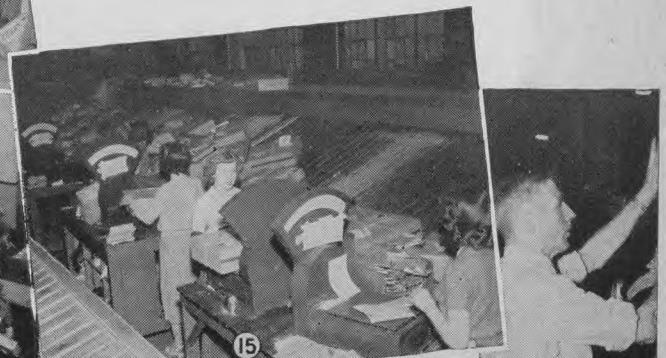
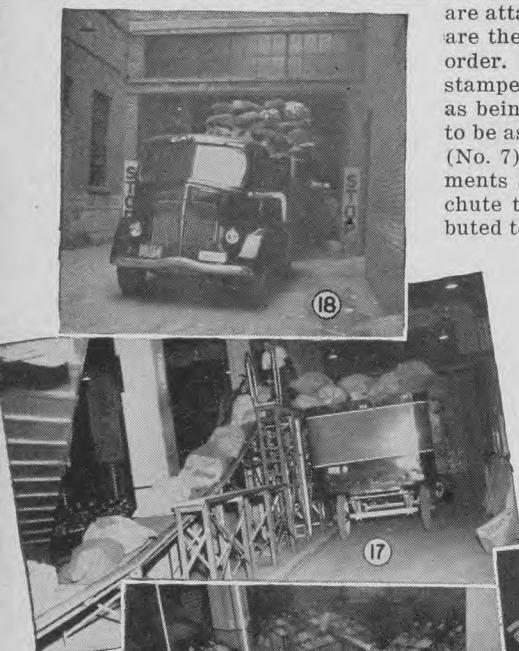
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THE M. O. STORY

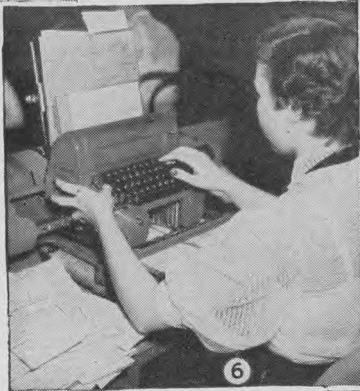
What goes on in that huge building everyone refers to as "The Mail?" What happens from the time Mrs. Customer's letter reaches us until her parcel is on its way to her? This series of pictures should help to clear up what to many is something of a mystery.

The first two pictures show the mail arriving on the eighth floor in the cash cage. Here all the letters are opened by a machine (No. 3) and the letters are distributed to girls who attach the orders to shipping bills, indicate those that are C.O.D., and mark the amount of money included (which could be anything from cash to cream cheques) on the orders (No. 4). After all of the money has been tallied and checked, the orders go to a girl who "slices" them (No. 5). That is, where more than one section is required to fill an order, the order is literally sliced and each item, or group of items from separate departments, are attached to separate sales checks. The address labels are then typed in quadruplicate (No. 6) for use with the order. Each sales check and the shipping bill are then stamped with a number and a time which identifies them as being part of the same order and enables each parcel to be assembled in the bunk assigned it by a certain time (No. 7). The sales checks are then sorted as to departments and floors (No. 8), bagged, then dropped down a chute to the proper floor (No. 9). They are then distributed to the proper departments and filled from the stock bunks (No. 10). The sales check is divided and part is attached to the parcel when it is wrapped or bagged, the other part is retained by the department as credit for the sale. The parcels then are put on a belt (No. 11) which carries them to a chute. These spiral chutes which run from the top floor to the second floor, carry the parcels to the M.O. Assembly and Packing (No. 12) where they are sorted into bunks (No. 13).





which have numbers corresponding to those stamped on the sales checks. Each bunk is checked at the time stamped on the check and if the order is complete, it is carefully scrutinized for errors, then wrapped (No. 14), weighed and stamped (No. 15). When this is complete, the parcels enter the parcel post depot which is one of the largest of its kind in Canada, and which is situated on the main floor of the Mail Order Building.



5

6



8



7



9

Here, depending on the destinations of the parcels, they are sorted into one or other of 1,060 mail bags (No.16). When the bags have been filled they are loaded onto an Eaton trailer (No. 17) and taken directly to the railway station, and the parcels are sped on their way to Mrs. Customer (No. 18).

Although this may sound complicated, the pictures show that it is not. In fact, it is the simplicity of the system which keeps it so nearly foolproof. However, every successive stage of the operations requires the co-operation and efficiency of the staff both before and after in order to assure Mrs. Customer's complete satisfaction.

This spirit of friendly co-operation and enthusiasm is common enough to be a trademark of anyone who works in the Mail Order. Have you noticed it?



10



11



12



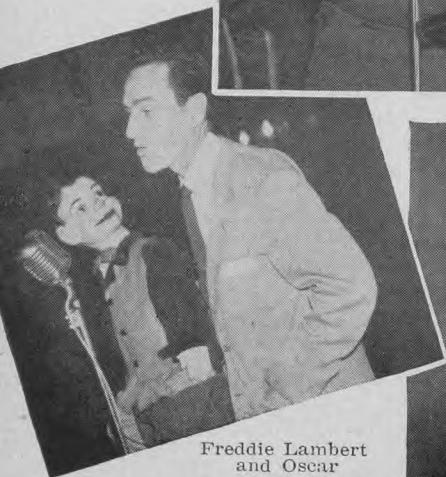
The head table at the Store dinner with Ken Smith presiding.



Part of the gang at the M.O. dinner.



Mr. E. G. Rogers has words of wisdom for the M.O. Sponsors.



Freddie Lambert and Oscar



Assistants' Association Hosts Dinners in Grand Style

Store and Mail Order sponsors for the Christmas and New Year's parties were entertained by the Assistants' Association in the Great Hall of the Eaton's Building on Saturday, October 22, and Monday, October 19, respectively. The purpose of the dinners was to emphasize to those chosen, how important their work is to the company. The guest speakers on these occasions were Mr. F. G. Muirhead, Manager of the M.O. Operating and Service, at the Mail Order Department, and Mr. W. H. Sutherland, Staff superintendent, at the Store.

Mr. Rogers pointed out in his talk the various ways in which business develops during the Christmas season and the importance of Mail Order's purpose of distributing goods and services. Although our guarantee identifies Eaton's with quality, we should do everything possible to make sure that the guarantee is kept in such a way that the guarantee does not have to be given away. Customers order with the idea of being satisfied, and we must live up to the terms of the guarantee. The sending of an article that is not what the customer ordered can very often save a good deal of trouble.

In concluding, Mr. Rogers emphasized five points when training new people on the job:

1. Show Enthusiasm—your interest in and enthusiasm for your work will enable the new employee to realize the importance of his work.
2. Accuracy First—insist on accuracy; speed is not as important as accuracy and as a natural result of it.
3. Watch for poor figures and tearing of checks.
4. Emphasize that sales coupons are the same as money, and that a department gets credit for a sale.
5. The efficiency and speed of the whole system depends on maintaining a good working schedule.

Mr. Sutherland built his talk around the importance of the individual in the organization. Letter standing for some phase of successful business, he emphasized the importance of everyone becoming a true "Eatonian." The importance of offering friendly, courteous service and helpful advice to all fellow employees, was emphasized. Mr. Sutherland also spoke about the pitfalls that are a danger to good service, and showed how they could be avoided. He wished the sponsors every success and reminded them that "a drop at a time is much more effective than a bucketful all at once."

Entertainment for the Mail Order gang was provided by Freddie Lambert and his pal, Oscar. Bill Walker did a talk, and Miss Ruth Spurway, Staff Training Department, gave a talk on the facilities of her department, especially the importance of training and teaching. Other guests at the dinner were Mr. F. G. Muirhead, Mr. Palk assisted Mr. Sutherland in presenting the sponsors' buttons to representatives of each department, and Mr. Ken Smith, president of the Assistants' Association, who

← 50,000,000 Frenchmen could be wrong, for if Mr. Sutherland and Mr. Palk wish the sponsors well,



"Button, button,
who's got the
button?"

tion Honours Sponsors in Grill Room

for the Christmas season were entertained in the Grill Room on Friday, October 26th. The occasion was also used to emphasize the important a function they have to perform. The occasions were Mr. E. G. Rogers, of the Mail Order dinner, and Mr. Bruce Sutherland at the Store dinner.

alk the various spots where trouble might occur and cause a failure in the Mail Order goods and services with satisfaction. Since Eaton's is to the customer, everyone makes sure the goods reach the customer and does not have to be called upon. For our being satisfied, not in order to invoke the giving of an appropriate explanation for a failure save a great deal of trouble for both

asized five factors of prime importance in the job:

Interest and enthusiasm for any particular job to realize its importance.

Accuracy; speed can only develop after accuracy.

ing of checks.

are the same as money and the only way to get a sale.

The whole system depends on each section

around the word "Sponsors," with each successful on-the-job training. The immediate, true "Eatonian" and endeavouring to give helpful advice both to customers and to the staff. Mr. Sutherland pointed out some of the good service even during the slackest times could be avoided with a little extra care. He also advised them to teach their students more effective than a deluge."

ing was provided by ventriloquist Freddie Walker did a terrific take-off on Bill Walker, the comedian and humourist, for the Store sponsors.

Department, encouraged all to make use especially the library with so many volumes available at the dinners were Mr. W. L. Palk and Mr. Sutherland in passing out the sponsored department in the Store. Mr. K. A. Association, was chairman at both meetings.



More M.O.
sponsors.



Mr. Bruce Sutherland addresses the Store sponsors.



Eaton's Mixed Five-Pin Bowling League

By NORM HENRY

First we have our divisional winners—Outlaws, Fuzzies, Peepers, Rustlers, Jeeps, Dandies, Bombers, Pic Ups. Also our turkey winners. Ladies are: A. Anderson, M. Michell, G. Landry, P. Johnson, S. Komar, L. Bennett, A. Leniorine, M. Khneider, J. Desbrisay, J. Erickson, J. Mirecki, J. Justice, A. Smith, K. Boorman, E. Lamplin, V. Sanderson, M. Martin, S. Hawkins, M. Graham, G. Boscott, E. White.

Men are: B. Bemister, W. Mills, L. Hollingsworth, N. Hawkhead, J. Tenner, B. Insch, J. Stewart, L. Losold, R. Stevenson, J. Cook, G. Micheslson, A. Dorrean.

Division One — There have been some very good scores in this division: Outlaws, 3,374; Winsomes, 3,302; Millwrights, 3,171. Ladies' high scores are: Mary McDonald, 777; Mary Matthews, 770; Betty Greenwood, 756. Men's high scores are: Eric Guile, 816; Jack Doy, 794; Walter Mills, 786.

Division Two — Scores are as follows: Team scores—Jokers, 3,141; Merrimacs, 3,035; Skippers, 3,020. Ladies' high scores: Dorothy Scarth, 723 (284); E. Miller, 673 (256); Anne Hughes, 698 (315). Men's high scores: Jack Stancove, 771 (310); Ernie Wall, 761 (337); Gord Quinn, 720 (259).

Division Three — Team high scores are: Pat's Punchers, 2,890; Jay Dees, 2,873; Eagles, 2,854. Ladies' high scores: Ann Anderson, 729; Betty Stevenson, 699; Peggy McCance, 631. Men's high scores: Bill Liver, 794; Norm Hawkhead, 783; Bob Clark, 698.

Division Four — Scores to date in this division are: Repeaters, 2,859; Rustlers, 2,858; Meteors, 2,851. Ladies' scores are: Mrs. Young, 612; Betty Wright, 610; Ar-dith Cumming, 702. Men's scores are: Joe Green, 785 (329); Alex Thouburger, 779 (243); Bill Hogg, 756 (266).

Division Five — Team high scores have been Jeeps, 2,808; Blazers, 2,714; Buffal-ers, 2,650. Ladies' scores are: R. Le-moine, 664 (330); Doris Slack, 627 (277); Anita Carriere 610 (266). Men's high scores: Bud Insch, 836 (315); Bill Mit-chell, 766 (298); Frank Crosley, 750 (298). The men's high single for this division is now held by Reg Sargent with a 370 score.

Division Six — Team high scores are: Money Bags, 2,815; Blowouts, 2,774; Bud-geteers, 2,764. Ladies' scores are: Jean Mirecki, 782; Jean Benvie, 739; Chris Mickoski, 640. Men's high scores: Alf Beavis, 808 (278); Jack Stewart, 774; John Bydack, 668.

Division Seven — Team high scores are none. Men's high scores are: W. Rodway, 718 (284); M. Kubara, 698 (256); J. Reid, 645; B. MacAlpine, 645. Ladies' high scores: S. Komar, 633; E. Downes, 586; J. Erickson, 571.

Division Eight — Team scores are as follows: Ramblers, 2,674; Whispers, 2,643; Pic Ups, 2,554. Men's high scores are: Dave Gray, 913; Henry Kondre, 787. Ladies' high: Edna Gredrick, 767; Doreen Simpson, 761.

Your E. E. C. F. Makes Record Red Feather Donation

During the month of October your Committee approved the largest donation ever to the Community Chest. The cheque for \$35,000.00 will be turned over to the Chest this month.

\$1,200.00—for old-age pensioners' Christmas hampers.

Also during the fall months, the following donations were approved:

\$ 500.00—to the Navy League of Canada.

\$5,000.00—to the St. Boniface Hospital Building Fund, making a total donation of \$10,000.00.

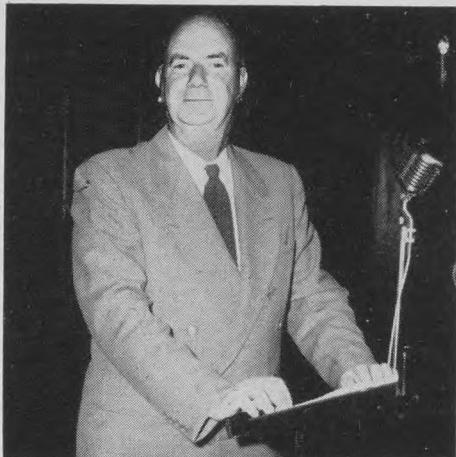
\$1,000.00—for physio-therapy equipment to be used in King George and Princess Elizabeth Hospitals.

CHRISTMAS DEAD-LINE

The dead-line for copy and pictures to be used in the Christmas issue of Contacts is Monday, December 7. No picture or copy can be accepted for inclusion after that date.

Remember, that's next Monday, December 7.

Assistants' Association Dinner Meeting



Mr. H. A. Steele addressing
Assistants' Association.

went into some detail regarding the individual responsibilities and procedure of each. In the Sales section discourse he covered such vital points as the stocktaking procedure in Winnipeg and the west; use of the black book information in departmental operations and relative points on stock control, purchase allowances, buying arrangements, etc. For the Expense section he covered the detail of expenses incurred and charged out for units such as the Winnipeg Store and Mail Order. He advised on the basis of distribution of all expenses down to department level and explained the information contained on the expense card and the extent of departmental control of expenses. Also mentioning the Company control of general expenses, he went on to clarify the Expense Department's control of their own expenses.

In thanking the speaker, the president, Mr. Ken Smith, assured Mr. Steele that the members appreciated his efforts in clarifying for their benefit the many problems and procedures with which the Sales and Expense Office was faced in the day to day operation of a retail organization.

The meeting concluded with the showing of a technicolour film, "The Winged Angler."

Courtesy—The Keyword

(Continued from Page Three)

As a further token of the Company's appreciation, he presented to representatives of the winning departments, envelopes, each containing a crisp new five-dollar bill to be distributed to all concerned.

A special word of praise went to the staff of the Grill Room kitchen, not only for the fine dinner, but for their wonderful service during the campaign, for without their whole-hearted support, the staff of Department 1100D would have been unable to keep up its high degree of service.

One of the highlights of the evening was seeing the girls from Department 1100D sitting at the tables in the Grill Room and being waited on by volunteers from the other restaurants in the Store. A wonderful example of co-operation, courtesy and service.

The first dinner meeting of the 1953-1954 season was held on Monday, October 26, at 5:30 p.m., in the Grill Room. The attendance numbered 115 members and guests.

Among the guests, we were pleased to welcome Miss M. Ward, head of Department 201, Moose Jaw.

At the head table we were honoured to have Mr. E. J. Graham, Department 162, Customs and Traffic, who retired the previous Saturday after 43½ years of excellent service with the Company. Mr. Graham was for many years an enthusiastic member of the Assistants' Association and was remembered by his fellow members with a presentation of a set of binoculars.

Guest speaker for the first meeting was Mr. H. A. Steele, supervisor, Sales and Expense Office, who spoke on "The Operation of the Sales and Expense Office."

Mr. Steele discussed the general functions of the two sections, Sales and Expense, and

went into some detail regarding the individual responsibilities and procedure of each. In the Sales section discourse he covered such vital points as the stocktaking procedure in Winnipeg and the west; use of the black book information in departmental operations and relative points on stock control, purchase allowances, buying arrangements, etc. For the Expense section he covered the detail of expenses incurred and charged out for units such as the Winnipeg Store and Mail Order. He advised on the basis of distribution of all expenses down to department level and explained the information contained on the expense card and the extent of departmental control of expenses. Also mentioning the Company control of general expenses, he went on to clarify the Expense Department's control of their own expenses.

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QUARTER-CENTURY CLUB

(Continued from Page Eleven)

MISS SHIRLEY CAMERON

Friday, November 6, the staff of the Sales and Expense Office gathered to pay tribute to Miss Cameron on her 25th anniversary with the Company. Mr. H. A. Steele, supervisor, praised Shirley's contribution to the office over the past quarter-century and on behalf of the staff, presented her with a nest of tables. During the day she received congratulations and gifts from her many friends and associates.

EASTERN AND OVERSEAS VISITORS

During the fall months, the Winnipeg Store has had the pleasure of visits from Mr. J. D. Eaton, President of the Company, Mr. J. R. Jenkins, vice-president, and Lady Eaton.

Also here from our Overseas Buying Offices were Mr. N. B. Smith and his wife from Manchester; Miss A. Blackman, London; Mr. S. Y. Grant, London; Mr. P. G. French, London; Mr. R. O. Bray, London, and Mr. E. G. Harding from Belfast.

Eaton Ladies' Curling Club

It may not be curling weather, but the Eaton lady curlers are all set for when the thermometer takes a nose dive.

The opening get-together was held Monday night, November 16, at the Eaton Curling Club, Mayfair Avenue.

The president, Miss Ethel Smith, spoke briefly, extending a warm welcome to the new players and the hope that all would enjoy their curling this year.

The personnel of the rinks was read by Miss Mary Thompson, ice convener.

Through the courtesy of W. L. Mackenzie and Company Limited, representatives of the Macdonald Tobacco Company, a film was shown of the 1952 Macdonald Brier Dominion curling games. Mr. Norm Smith and Mr. Lorne Shaw, of the W. L. Mackenzie Company, were the operators.

Following the movie, Mr. Bill Walsh,

skip of the 1952 championship rink, gave a short talk on curling.

Delicious refreshments were then served. There was a wonderful turn-out—95 per cent of the members were on hand—and all enjoyed the evening immensely.

The Executive for 1953-54

Past Pres., Madeline Doyle.....Supply Office	
President, Ethel Smith.....Library	
Vice-Pres., Eleanor McKay	760
Secretary, Sigrid Beale.....	37
Treasurer, Ann Spafford.....	53
Ice Convener,	
Mary Thompson.....116 Special Buy	
Asst. Ice Convener, May Pfeifer.....113	
Social Convener, Avis Borland.....209	
Asst. Social Convener,	
Georgina Brownlee	159
Publicity, Veronica Walsh.....	33

FREE FUN ON FRIDAYS!

As soon as ice becomes available, the four-team Eaton Men's Hockey League schedule will get under way. Two games will be played every Friday night at the Olympic Rink at the corner of Church and Main. Admission to these games is free for all Eatonians, their families and friends. Make a point of going out to see a few games—you will be very pleasantly surprised by the brand of hockey these fellow Eatonians play. Not Allan Cup hockey, but definitely entertaining and exciting. With two teams from the Store and two from the Mail Order the resulting rivalry is something to see.

Until recently, the only time the league was heard of was when they held their Booster Night; however, their hard work and practice deserves our support. Besides, it is free fun on Friday! Watch the Notice Boards for Date of First Game!

At a meeting held in October, the following officers were elected: President, Helgi Johnson, 44 (fourth term). Committee: Doug McPherson, 252; Ted Creran, 926; Bernie Deerack, 9; Gordie Hamilton, 60.

Calling All Eaton Retired Men!

If you are an Eaton "alumnus" (or gentleman in retirement), a warm welcome awaits you at the Eaton Retired Men's Social Club.

This friendly, informal club meets every Tuesday afternoon at 2 o'clock in the Eaton Curling Club rooms on Mayfair Avenue near Main Street.

You'll find all ranks represented, all occupations. A cross-section shows former printers, drivers, office men, receiving-room men, salesmen, photographers, electricians and carpenters on the membership list.

You'll like the delightful informality of the club—whether you want to curl with a foursome of old cronies, play a few games of bridge or table bowling, or just sit around, smoke and chat with other men who "talk your language." Then, too, there's an occasional speaker with a topic of general interest, and now and then a bang-up good movie.

At a general meeting of the Club held on Tuesday, November 10, the following officers were elected for the season 1953-54:

Patrons.....	Mr. H. M. Tucker
	Mr. R. S. McCordick
Hon. President.....	Mr. B. C. Scrivener
President.....	Mr. W. (Billy) King
1st Vice-President.....	Mr. W. (Bill) Gould
2nd Vice-President.....	Mr. Sid McKay
Secretary.....	Mr. George Paull
Treasurer.....	Mr. George Latimer
Executive: Messrs. F. Darnell, J. Edgerton, H. Tait, O. Thomas, G. Angus, F. Johnson, H. Lane and J. Stewart.	
Publicity.....	Mr. W. E. C. (Bill) Hurlburt

So, Old-Timer, climb out of that rocking chair, stuff your pipe in your pocket, and come on down and meet your old friends! We'll be looking for you!



Staff of Port Arthur Store Enjoys Successful Party

The annual dance celebrating the 15th birthday of the Port Arthur Store was held at the Casino on October 27. The staffs of the Port Arthur and Fort William Stores filled the hall to capacity. A delightful luncheon was served at midnight and dancing continued till the small hours.

The committee in charge, under the chairmanship of Mr. H. E. Adderley, is shown in the picture above. Left to right, they are: Mrs. J. Smith, Mrs. G. D. Nelson, Miss Marlene Leonis, G. D. Nelson, Store manager; Mrs. Stella Russell, Mrs. H. Boyd, H. E. Adderley, chairman; Miss Goldie Taylor, Mrs. J. Hayne, J. McNeill, Mrs. W. Mazveski, Mrs. Nellie Smith and J. Cockell. Missing from picture: B. Johnston, H. Holseth and Miss I. Autio.

Brandon News

A popular member of the Brandon General Office staff, Mrs. Margaret Bridger, came in for anniversary greetings on Friday, October 9, the occasion being 25 years with the Company. Mr. W. McAllister, Store manager, presented her with her quarter-century diamond ring.

When Mrs. Bridger arrived at her office, she found her desk gaily decorated and many of her associates and friends waiting to offer their congratulations, and to present many personal gifts. Mr. F. Pilcher presented Margaret with a purse from the Office staff.

Margaret started with the Company in 1928, working in the Grocerie Office, later being transferred to the Head Cashier's Office in 1930, finally the Wages and Contract Office, where she is now first assistant.

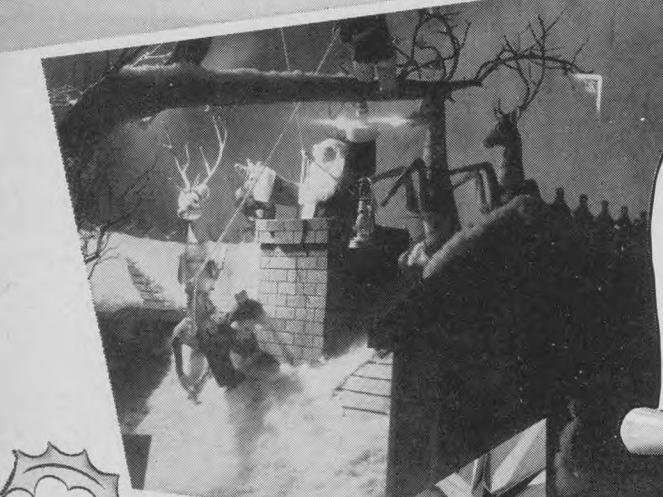
On the evening of this big day a party was held at the Prince Edward Hotel. Mr. McAllister presented Margaret with a set of Samsonite luggage, a gift from those present, also with a bouquet of roses. He spoke of her excellent service and loyalty to the Company.

Mr. W. Martin, assistant manager, presented Margaret with a gift from the entire staff. Miss Amy Cole read the telegrams and letters of congratulation that were received.



Mr. W. McAllister presents quarter-century ring and certificate to Mrs. Margaret Bridger.





S*turdy Toys*
for little Boys
and Dolls with Curls
for Little Girls



TEN DIS-COMMENDMENTS

Lack of courtesy, plus sheer indifference on the part of salespeople, causes millions in lost sales annually.

That was the conclusion of investigators for a New York City firm of industrial relations consultants. They came to that decision after surveys made with shopping check sheets.

"Discourtesies toward the store's patrons shows up in many ways," the investigators reported. "And they're mostly due to unconscious slights rather than to deliberate rudeness."

In case you are interested in the ten points of "greatest offences" against courtesy which the New York City sleuths discovered — as they worked with independent stores—here they are:

1. Salespeople doing book work or stock counting while customers, waiting service, were ignored.
2. Attending to details of personal appearance in customers' presence (like putting a gleam back on finger nails).
3. Giving brush-off when customer says, "I'm not ready to buy right now."
4. Clock-consciousness when customers show up just before lunch period, or near quitting time.
5. Inability to help when customers ask how to get to another department, or to some point of interest in the city (in the case of strangers visiting the store).
6. Obvious eagerness to rush the customers into saying "I'll take it."
7. Chatting with fellow salespeople or other members of the store's staff as customer fidgets—awaiting attention.
8. Showing by words and/or actions that the salesperson considers her (or his) taste superior to the customer's.
9. Evidence of unhappiness because the customer selected the lower-priced item or failed to respond to suggestions intended to increase the total amount of the sale.
10. Exhibiting reluctance or complete lack of interest in showing and demonstrating merchandise, explaining its features.

—“Sears News Graphic”

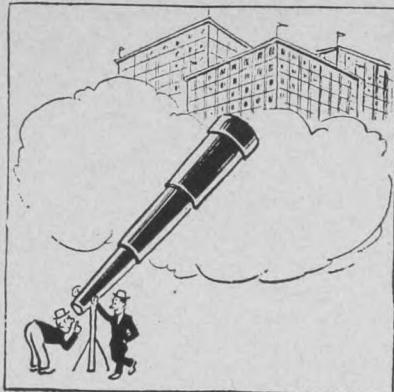
"Courtesy at EATON'S" This Week and Every Week

*That Most Important Cog In
The Machinery of Our System*

THE SALES CHECK!

**WRITE OR PRINT SALES CHECKS CLEARLY
SO THAT THEY MAY BE EASILY READ!**

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

5c to \$3.00—By P. McCance

Dan Cupid has used up a lot of arrows lately. No less than three of our young ladies have been targets for said arrows. Miss Janet Smith, Lingerie counter, has become engaged to Mr. Albert King; Miss Evelyn Desjarlais has received a diamond from Mr. Patrick Porteous—Evelyn is in our Hardware counter; and Miss Beverly Turner, Men's Hosiery, has become engaged to Mr. Norman Strong. Our very best wishes for the future are extended to you all.

Sportswear and Millinery—By J. McIntosh

Congratulations to Miss Doreen Nemethcek, of the Millinery Section, who received a beautiful diamond October 31. The lucky fellow is Walter Bart.

Foodateria—By Ruth Morris

Two of our girls came in, October 26, with lovely diamonds. Norma Bryan became engaged to Roy McClymont, and Betty Curtis became engaged to Dick Bonne.

* * *

MAIN FLOOR

Jewellery—By D. Dewar

Best wishes to Roy Christie in his new position in Department 15.

Congratulations to Velma Holbrook on completing 30 years with the Company. A presentation was made by Mr. Cranston in the department on Saturday, November 21.

A hearty welcome to all our Christmas staff. Trust you will enjoy your work with us.

Notions—By V. Gillespie

We are sorry to say good-bye to Mrs. Evelyn Beaubien who left us to take up house-keeping as a full-time job. A presentation of flatware was given by the department.

Farewell and good luck to Mrs. Joyce Russell who has left us to make her home at Vancouver. A gift of a blouse was presented by the department.

Books and Stationery—By M. C. Lawton

On Thursday evening, October 29, Departments 5, 205 and 1005 got together at a reception and dinner in the Empire Room of the St. Charles Hotel to honour Miss Barbara Kent and Mr. R. Norman Gregg on their quarter-centuries with the Company.

The program romped along under the chairmanship of Mr. W. King. Mr. S. Florence

presented a set of matched luggage to Miss Kent, thanking her for all her good work in the office and wishing her a happy holiday on behalf of all of us.

Mr. D. Gray said some nice things about Mr. Gregg and presented him with an expanding bracelet for his new watch. Department 5 had made their presentation earlier in the day at a gathering in the department.

Mr. E. Freeman enjoyed himself reading the many letters and wires, all with the best of wishes.

A short program of "hill billy" songs by the "Glenelton Four" was much enjoyed. The big surprise of the evening was the movie of the picnic. It was so good that nobody tried to kill Mr. King, as previously threatened. Dancing brought a very pleasant evening to a close.

The guests of honour wish to say "thank you so much" to all those who worked so hard to make the evening such a wonderful success. A special thanks to Mr. T. Laidlaw and Mr. H. Gould.

Miss K. Anderson left the service of the Company on October 30 and received a set of costume jewellery from her fellow workers. Mr. Freeman did the honours and wished her luck in her new career, from all of us.

Arrived at the Monteith home via Grace Hospital—a bouncing boy, Raymond George.

Welcome back to Mrs. E. Cram and Mrs. V. Sayer after a long absence through illness.

Glad to see Miss A. Carrignan after her trip to her home in Saskatchewan, and to hear that her father is making progress after a very nasty accident.

Drugs—By C. O'Kelly

A most enjoyable evening was spent by the members of the Drug Department at the St. Charles Hotel on October 26. Approximately 70 people were present.

Mr. Marshall, as master of ceremonies, introduced the guests of honour. They were: Jean Marshall, Elizabeth Arden demonstrator, who was presented with a beautiful wrist watch; James Spratt, Drug counter section head; Bill Taggart, section head of the Soap counter; Eddie Duncan, in charge of Drug Receiving Room, and Bob Gardner, of Filling Room. The men all received very lovely travelling cases, the "Two-Suiter" type. Mr. McKerchar made the presentations with his usual wit and suitable remarks.

Eddie Duncan replied on behalf of the guests of honour, in an entertaining and appropriate manner.

Jackie Oddlefsion accompanied the group in a sing-song conducted by Clarke Popham.

Additional guests for the occasion were Claude Botting, of Toronto, for dinner, and later in the evening some of the western men arrived: Mr. Maley, of Edmonton; Mr. Merritt, of Calgary, and Mr. and Mrs. Mogey, of Regina. They were most welcome.

Messages were read from various friends from out of town, including one from Miss Margaret Angus, now of Victoria, and Bill Fortune also residing in British Columbia.

It was a grand evening, much enjoyed by all.

* * *

SECOND FLOOR

Service Bureau—By D. Scarth

Harry Haslam, who celebrated his 30th anniversary on October 24, hails from Sheffield, England. He joined the staff of the Delivery Department in 1923 and transferred to the Service Bureau in 1942 where he is in charge of the Paid Return Office.

He takes a great interest in his home and his gardening. He has three daughters who are all very musical, and Harry himself has been a member of the Home St. United Church choir for over 14 years, besides taking active parts in other departments of the church.

Mr. H. W. Einarson, supervisor of the Service Bureau, made an appropriate speech, and on behalf of the department, thanked Harry for his co-operation and fine work, and presented him with two albums of his favourite classical records.

Barbara Whincup, one of the newest members of our staff, is in hospital recuperating from a car accident. Hurry and get well, Barbara, we all miss you.

* * *

THIRD FLOOR

Stoves, Plumbing and Heating By G. Skinner

Congratulations to Mr. and Mrs. Stan Chorochuk on the birth of a daughter on October 16.

Congratulations to Mr. and Mrs. Joe Thomas on the birth of a daughter on October 15.

We welcome to our staff Miss Brenda Wickham and we hope she enjoys her stay with us.

Hardware—By H. Smith

We extend our sincere sympathy to Mrs. Jean Kisil whose father passed away October 24.

* * *

FOURTH FLOOR

Beauty Shops—By S. Proctor

On October 26 Audrey Kramble left us to work for Department 105. On behalf of the department, Mr. Bessette presented Audrey with a lovely pair of earrings. Best wishes from us all.

Our deepest sympathy goes out to Mrs. Elaine Guenette on the sudden passing of her brother, Mr. Marcel Tetrault.

* * *

FIFTH FLOOR Grill Room

Cupid shot his arrow into the midst of the Grill Dining Room during October. Miss Edna Pearson received a lovely diamond from Mr. E. Brook; Miss Lillian Zahara from Mr. M. Raith. Congratulations to all.

On October 15 the staff of the Grill Room, with many former members, entertained at dinner at the Homestead in honour of four co-workers. Mrs. P. Curran, who left to be married at Churchill, received a gift of linen. Mrs. McLean, on her retirement from the Store, received luggage. Mrs. Sheperd and Mrs. Robertson, retiring to make housekeeping a full-time job, each received a silver casserole.

* * *

SIXTH FLOOR

General Office—By Geneva Hayward

Popular Joan Robinson exchanged office duties for home management when she married Horace Carrier on October 24. Mr. Whitbread expressed our best wishes and reminded Joan of her ready willingness to do all jobs except turning off the radio. Gifts received were blankets from the General Office and Revere ware and pyrex from the girls. Happy days to you both.

Congratulations to Mr. and Mrs. H. Birmingham, nee Joan Martin, on the birth of a son, David Clayton, in Montreal, Quebec. It was nice seeing you again on your recent trip home.

Flash! Hazel Gerow, from Correspondence, is flashing a new diamond. Her marriage to Robert Leishman will take place December 12.

Phil Nicholson and Doris Picard have left for new fields of endeavour.

Pine to palms for Mr. Grassick who left November 15 to enjoy a month's vacation under sunny skies in Florida.

We miss Dorothy Holland who is now progressing favourably at home after an opera-

tion on October 12. Hope she will be back with us before too long.

California, here I come! Margaret Ritchie left November 14 to make her new home in San Diego. A lovely travelling clock, nylon blouse and stockings were presented. Good-bye and good luck.

A very warm welcome to our newcomers, Dorothy Newman, Gladys Dopson, Eileen Hewitson and Joan Swetz.

Sudden illness took Anita Woodley to the hospital November 12. We are glad to hear she's doing nicely.

Many thanks to Lil Browne for a job well done in representing us in Contacts.

Floor Coverings—By Gladys McLean

Sorry to report Bill Robinson had a week in the hospital but is now feeling much better and back on the job.

Glad to have Mark Westmacott back also after his spell in the hospital.

Welcome to May Parker, back from her trip to England, Scotland, France and Switzerland. Sorry the boat rocked so much on the way back, May. One consolation, they claim sea-sickness is good for one.

Welcome to the new-comers to the department.

Draperies—By Shirley Hetke

A very enjoyable party was held in the Marlborough Hotel on Tuesday, October 27, when 267 and 1767 joined together to honour two popular members: Mr. E. Carrie who left to take up a new job in the east, and Mr. S. Patterson who celebrated his 30th anniversary with the Company.

Mr. H. Cooper presented Mr. Carrie with a Parker "51" set as a parting gift from the gang.

Mr. J. Price presented Mr. Patterson with a silver tea service.

* * * SEVENTH FLOOR Stock Audit

On November 11, at 4:15 p.m. over CBW, Miss Victoria Jakimowich, of this office, gave a solo violin recital. She is the holder of the following degrees: L.R.S.M. (London, England) and A.M.M. (University of Manitoba). Vicki has two silver medals for the highest marks in the Province of Manitoba besides winning a scholarship last year from the Women's Musical Club. At present she is playing first violin in the Winnipeg Symphony for her fourth season. We are proud to work with such a talented young lady.

* * *

EIGHTH FLOOR

D.A. Office Chatter—By E. Landsley

We've certainly kept the old bow and arrow boy plenty busy with the girls from the office getting engaged this past month.

Beth Hanna received a very lovely ring from Mr. Bill Hughson. The beautiful ring Miss Pat Hardy is wearing was presented by Mr. Pat Madden. Mr. Harold West put the sparkling ring on the finger of Miss Margaret Raynor. To you all, we wish every happiness.

We are very pleased to have Mr. Harold Sanderson back with us again.

Provision Order Board—By Anne Atkin

We welcome back Wilma Kautz after her bout with the flu.

With vacation time at an end our last holidayers are coming back. Nellie Cymbaluk went to California and had a very nice trip.

Peggy Porteous went to Atlanta, Georgia, with the Rebekahs and on her way through Chicago phoned Dolly Hale who sends her best wishes to all.

Edythe Course is on her last few days of holidays and is spending a quiet time at home.

Last, but not least, Minnie Turoldo (lucky girl) is going east for the Grey Cup game. That's all for now.

City Advertising—By Ethel Pratt

The boys of the City Advertising Department held a stag at the Curtis Hotel in honour of Joe Trainor on the occasion of his 25th anniversary with the Company. Joe was presented with a gift certificate and the department presentation was a La-Z-Boy chair.

Denise Chivers, Len Sandeman and Bruce Head, three members of the Art Department, were exhibitors in the recent exhibition of Canadian artists at the Winnipeg Art Gallery.

We are pleased to welcome Mavis Hudson to the City Advertising Department.

Congratulations to Bob Allison on his engagement to Miss Lillian Kenway.

Sales Audit and C.O.D. Office

By Joyce Baldwin

This month we bid farewell and good luck to Gladys Dopson who has left us for a position in the General Office. Gladys received a gift of silverware from the staff and management, and a handbag from her many friends in the office. Hope you continue to like your new job.

We also said good-bye to Mrs. Bernice Perrier who has left us to take up residence in Edmonton. The best of luck in your new home.

In The Mail Bag

SECOND FLOOR

M.O. Packing and Money Returns

By F. Spice

A stag was held at the home of Jack Dodds on September 18 to honour Alf Rempel, of the Billing Office, on the occasion of his wedding to Miss Eloira Bergen at Morden, Man., on September 26. Mr. Higginson presented the guest of honour with a bridge set. Alf received merchandise from the department. Best of luck to Alf and Eloira in the future.

Miss Emily Ogrondick was the lucky girl this last month to receive a diamond ring. Congratulations.

On November 7 Miss Mary Hawryluk left the To-Follow office to go to the west coast. She received some silverware from the department and other personal gifts from her associates in the department. We wish her the best of luck in the future.

Muriel Scott, 122C, left November 14 to be married to Mr. A. Moir. She was presented with a torchere lamp, two figurines and numerous other gifts. On October 31 her business associates entertained at a luncheon at Moore's. Covers were laid for 46 people. She was presented with a corsage of talisman roses and a toastmaster. We wish you the very best, Muriel and Alex. They were married on November 21.

A shower was held on October 16 at the home of Evelyn Grzebeniak for Tena Kurlan, a bride of October 24. The guest of honour was presented with a table lamp. Before leaving work on October 21 Tena received a clothes hamper from the department. She was married to Bill Laird at Grey Street United Church. Best of luck to Tena and Bill.

* * *

FOURTH FLOOR

M.O. Hardware

By H. Sigurdur and B. Landry

Congratulations to Mr. and Mrs. Walter Wright who became the proud parents of a baby girl, Janice Ruth, on October 27, at the Maternity Pavilion.

We are happy to welcome back Con West

We wish to welcome all the new members and those added to the staff to help us through the busy season ahead.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

Best wishes to Joyce Heatherington who left recently. Laura Fox leaves soon for Toronto. The girls gave Laura a gift of linens. Joan Strike has transferred to Department 28. Her parting gift was lingerie. The best of luck to all of you.

Welcome to the following new members: Norma Clark, Bertha Sushnyk, Beverley Giles, Elizabeth Ratzlaff, James Murphy, Cecil Downie and David Clifford. A happy stay to all of you.

Congratulations and best wishes for a happy and healthy retirement to Robert Martin from all of your fellow workers.

We would like to extend our sympathies to the families of Mr. E. Armstrong and Mr. T. Middlehurst in their recent sad bereavements.

Sorry to report that Mr. T. Masters has been taken to the hospital but glad to report that he is feeling much better.

Mr. A. Hamilton is wished a speedy recovery by all. Hope you're back with us again soon.

after his lengthy illness and hope he is feeling much better.

Glad to report that Jack Wolfe, though still on the sick list, is up and about. Keep up the good work, Jack!

M.O. Children's Shoes—By D. Clubb

Our best wishes for the future are extended to Mrs. Naturk (nee Joyce Miller) who has left us to take up full-time housekeeping duties. On leaving she was presented with blankets from the staff.

* * *

FIFTH FLOOR

M.O. Drugs—By D. Livingstone

October 19 will be a memorable one for Miss Barbara Dixon who celebrated her 30th anniversary with the Company. On behalf of the staff Mr. J. Ross, assistant, expressed the best wishes of the department and presented her with a lovely mantel radio from her associates. She received numerous gifts from her many friends.

The girls of the department held a dinner at the Homestead in the evening in honour of Miss Barbara Dixon and Miss Cassie Fenwick who had recently celebrated her 35th anniversary.

M.O. Millinery and Accessories

By Muriel Fraser

Saturday, November 14, was an exciting day for Miss Catherine MacLennan, of Department 4 Work-room, when she celebrated her quarter-century of service.

A lovely set of twin travelling cases was presented by Mr. L. E. Christie on behalf of the staff and managers of Departments 3 and 4 Mail Order and Work-rooms, and supervisors Mr. F. O. Wicks and Mr. L. A. Tempest.

Kay's popularity was shown in the wonderful display of gifts from friends throughout the Store and Mail Order. We add our sincere congratulations and best wishes for many more years of good health and happiness.

Just a word of welcome to Barbara Murray who is back to work after her illness. We are happy to see you back and looking so well, Barbara.

SIXTH FLOOR

M.O. Men's Clothing—By F. Paget

Two new diamonds appeared in the department this month. Janet Mandziuk and Jean Rosmus were the two lucky girls. Congratulations and best wishes to you both.

* * *

SEVENTH FLOOR

Budget Plan—By P. Young

A supper and dance was held at the Rose-land Gardens in honour of Matt Matthews upon celebrating his 25th year with the Company. Mr. Whitbread made the presentation of a pair of Trapper point blankets and a table lamp.

We are sorry to report Irene Powell and Marge Hargreaves have been hospitalized, but from what we have heard both are progressing favourably.

We extend a hearty welcome to Jack Geddes who has been transferred from Department 174. We hope you will be happy in your new work, Jack.

* * *

EIGHTH FLOOR

M.O. Copying—By M. Shepherd

Congratulations to the following girls who have received lovely diamonds recently: Shirley Ann Coe received one October 17 from Dennis Wilson, Ione Rybka received hers from Joe Normand on October 29, and Ann Buhay received one on November 2.

We wish Val Marie Weston a speedy recovery after her recent operation.

Our sympathy is extended to Eleanor Meier in the recent loss of her father.

Photo Work-room—By S. Sapiak

A party was held in honour of Mr. A. Mousseau who recently celebrated his 25th year with the Company. He was presented with a set of golf clubs and many other gifts from his fellow co-workers. A most enjoyable evening was had by all. We would like to thank Mr. and Mrs. Weston for allowing us to again use their home for this occasion.

Good-byes were said to Peter LaCerte and Les Stouffer who left us take up new positions. The best of luck, boys.

M.O. Correspondence—By June de Gagne

117'ers have had another busy and exciting month with Miss Edna Oldack's wedding preparations. A dinner was held at the Homestead, November 19, arrangements made by Miss Eunice Treadwell, and a more surprised girl we've never seen—not Eunice—Edna. November 21 Edna came to the office looking lovely and her desk was gaily decorated with many gifts for the departing bride. The very best to you, Edna, and congratulations, Harry!

We were all very happy to hear about the arrival of Master Gregory James Moscrip. Baby Gregory, a fine 10-lb. bundle of boy and joy, is the new son of Mr. and Mrs. James Moscrip (nee Ellen Flather, 117). They say mother and son are doing well, but Jimmy?? Congratulations to the happy couple and a great big welcome to little Gregory!

We are hoping Miss Lillian Folster is feeling better since November 10.

M.O. Complaints—By J. Baynes

We are all sorry to know of Mina Birnie's accident and hope she will be back with us in time for the Christmas party.

The Outlaws, consisting of Mary McDonald, Mary Bodrug, 118, and Lorne Jackson, 118A, are feeling mighty proud of themselves, as they finished on top of Division One in the first series of the Eaton Bowling League. Congratulations, folks.

Congratulations to Peggy Johnson for being the only member in Department 118 to win a turkey on the recent Eaton's bowling turkey shoot.

M.O. Exchanges—By M. Davies

Our deepest sympathy is extended to Madge Bender in her recent bereavement.

Jean Walker left on October 17 to be married to Mike Balickowski at Transcona United Church on October 24. Jean's gifts included a bathroom set, a gift from friends in 119. May you be very happy, Jean and Mike, in your new home in Transcona.

A girl, a boy, and a lovely diamond all add up to wedding bells (in May, we hear). Best wishes, Joan Gosselin and Gordon Loewen.

Congratulations to Myrtle Murray who celebrated her 30th anniversary with the Company on November 9. To mark the occasion, Myrtle was presented with a handbag, gift of the department staff.

M.O. Cash Office—By Elsie Norton

Congratulations to Mr. and Mrs. Jerry Montson (Marg Milne) on the birth of a baby boy.

Sorry to report Marie Friesen is in the King George Hospital. Hope you are feeling better now, Marie.

Our deepest sympathy is extended to Miss Sutton on the loss of her mother.

M.O. Files, Salesroom and Correspondence
By J. Greenwood

We have had two brides this month, namely Jeanne LaPointe, of Department 167, and Phyllis Galloway, of 173. Jeanne, who received an electric iron, was married to Larry Johnson at The Assumption Church in Transcona, on November 14. Phyllis received a blanket and was married to Harold Linklater at Cloverdale United Church on October 24.

Celeste Dumpleton, of 159, has left us to take a position with Great West Life.

Pearl Chapman is on the road to recovery from her serious operation.

Myrtle Young and Georgina Brownlee are back with us, but Elaine Grantham, from the Bus Counter, is still away recovering from an appendix operation.

We are sorry to report the death of the fathers of Nettie Jones and Mabel Herget.

NINTH FLOOR

Men's Furnishings—By D. Dee

In honour of Mr. F. McCordqudale, Mr. R. Eaton and Miss D. Dee, all of whom recently completed their 35 years with the Company, a triple celebration in the form of a dinner and dance was held Saturday, October 31, at the St. Charles Hotel. In keeping with the night (Hallowe'en), Mr. G. Firth presented the honoured guests with suitable gifts: apples and black cats. It was a most pleasant evening and, we believe, enjoyed by all.

We extend sincere congratulations to our former supervisor, Mr. A. G. Pryce, who has been appointed principal buyer, Men's Furnishings, Toronto Store.

* * *

PRINTING PLANT

By M. Torrance

Congratulations to Mr. C. Peters who celebrated 25 years of faithful service with the Company, November 5. Charlie was presented with a battery booster by the boys in the Composing Room.

We are glad to welcome Mr. S. Done back to work after his illness.

SILVER WEDDING ANNIVERSARY

Joan Chamberlain (Gloves and Hosiery) and her brother, Ronald, entertained September 15 and 19 in honour of their parents, Mr. and Mrs. Harry Chamberlain, who celebrated their silver wedding anniversary on September 15. Amongst the guests were the wedding attendants of 25 years ago.

Mr. Chamberlain, a member of the Furniture Delivery staff, is a member of the Quarter-Century Club, and has 26 years' service with the Company.



CONTACTS

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Editor: JIM PAUL

RECENT APPOINTMENTS

Winnipeg

Department W232 — Boys' Clothing, Suits, Overcoats, Pants, Windbreakers, Parkas:
MR. C. R. STAPLES, assistant.

Department W156—Employment Office:
MR. F. W. EADES, head of department.

Department W1764—Photographic:
MR. B. C. HILL, head of department.

Department W228—Men's Furnishings, Underwear, Shirts, Bathrobes, Pyjamas, Bathing Suits, Sweaters and Neckwear:

Department W428 — Men's Hats, Caps and Furs
MR. O. CAIN, supervisor.

Department W228—Men's Furnishings, Underwear, Shirts, Bathrobes, Pyjamas, Bathing Suits, Sweaters and Neckwear:
MR. T. R. HUMPHREYS, head of department.

Department W201 — Hosiery, Umbrellas, Canes and Hosiery Repairs;

Department W202—Gloves:
MR. H. C. MACFARLANE, head of department.

Please note the following division of departments in the Winnipeg Store under the supervision of Mr. B. Sutherland, staff superintendent:

Department W100G—Staff Superintendent's Office;

Department W156—Employment Office;

Department W157—Staff Training;

Department W175—Welfare and Hospital;

Department W177 — Public Relations and Junior Executives;

Department W182—Contacts.

Calgary

Department C228—Men's and Boys' Furnishings, Hats, Caps and Furs;

Department C229—Men's and Boys' Clothing and Made-to-Measure:

MR. W. M. O'NEILL, assistant.

Medicine Hat

Department MH260—Radios, Pianos, Musical Instruments, Records, Sheet Music, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators and Carpet Sweepers:
MR. L. E. LONG, head of department.

Lethbridge

Department L236—Linens, Bedding, Staples, Piece Goods, Cottons, Rayons, Silks, Woolens and Patterns:

MR. E. G. KEITH, assistant.

Department L212—Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Candies, Jewellery, Hollow-ware, Flat-ware, Watches, Clocks, Handbags, Leather Goods, Notions, Shoe Findings, Fancy Goods, Wools, Gloves, Hosiery, Handkerchiefs and Neckwear:
MR. W. HAY, signature.

Regina

Department R110—Lunch Counter:
MISS E. B. SCOTT, head of department.

Portage la Prairie

Department Ptge. 260—Heavy Goods, Radios, Washers, Ironers, Polishers, Vacuums, Electric Refrigerators, Humidifiers, Electric, Gas, Coal and Wood Stoves and Kitchen Cabinet Units;

Department Ptge. 379—Foodeteria: Groceries, Fruits, Meats, Fish and Poultry:
MR. P. H. CONACHER, head of department.

Humboldt Order Office

MISS E. SCHIMNOWSKY, in charge.

Kelowna Order Office

MRS. E. GREEN, in charge.

Vegreville Order Office

MISS V. DEAN, in charge.

Kimberley Order Office

MISS G. COON, in charge (pro tem).

Miss A. Leith is on Leave of Absence until Friday, January 15, 1954.

Blairmore Order Office

MRS. J. E. LANDON, in charge.

MORE STORE NEWS

MAIN FLOOR

Men's Shoes

Margaret Williams celebrated her 30 years in the Store on Monday, November 2. Her desk was gaily decorated and she received a collection of records for her new record player from the staffs of Departments 237 and 1037. Also other gifts from her many friends, and not to forget a set of furs from her mother and dad who live at the coast . . . all in all it was an exciting day.

The old-timers of the shoe world held a buffet dinner for Margaret on Sunday, November 1, at the home of Mr. and Mrs. Roger Beaufoy with the help of Mr. and Mrs. Traversons and the staff. It was an evening of fun for us all.

SIXTH FLOOR

Customs and Traffic—By Nan Morrison

On October 31 a breakfast was held in Moore's Restaurant in honour of Mr. George Graham, on his retirement from the Company after 43½ years' service. He was presented with a hostess rocker from the department. Our best wishes go with George and his wife to their new home in Victoria, B.C.

In Memoriam

"To live in hearts we leave behind is not to die."

ABRAHAM HARVEY

Mr. Harvey, who prior to his retirement in 1945, had worked in the M.O. Packing, passed away on Sunday, November 1. Born in Bristol, England, he came to Canada 48 years ago and spent 30 years with the Company. We extend our sincere sympathy to Mrs. Harvey and his son, Robert.

We extend sincere sympathy to those members of the staff who have lost someone dear to them during the past month.

In the Loss of a Father

MR. J. WATSON.....Delivery
MR. JOHN FOSTER...Printing Plant
MISS M. HERGET..M.O. Sales Room
MRS. J. KISIL.....Hardware
MR. R. HARVEY
 M.O. Seeds and Plants
MR. GEORGE COWAN.....Delivery
MISS ELEANOR MEIER
 M.O. Copying

In the Loss of a Brother

MRS. G. HENRY.Women's Sportswear
MRS. M. JOHNSTONE....Millinery
MRS. ELAINE GUENETTE
 Beauty Shops
MR. A. POERSCH..Night Caretaking

In the Loss of Her Foster Mother

MISS RUTH SNARR
 Drapery Work-room

In the Loss of a Mother

MISS ANN BOSNICK
 M.O. Sales Room
MISS ORLA SQUIRES
 Basement Store: 5c to \$3.00
MISS JEAN HUNTER
 Post Office and Information Bureau
MR. G. HUNTER.....Hardware
MR. G. T. FOX
 Grill Room and Lunch Counters
MISS BETTY WHEWAY
 M.O. Men's Shoes
MISS I. SUTTON.....M.O. Cashiers

In the Loss of a Sister

MRS. M. SUDERMAN
 Drapery Work-room

In the Loss of Her Husband

MRS. JOHN FYFFE
 China and Glassware
MRS. M. BENDER...M.O. Exchanges



Your First Christmas Gift Stop!

THE CANADIAN LEGION CHRISTMAS TREE

Main Floor, Portage and Hargrave

Save a little from your Christmas shopping and make a hospitalized heart happy by placing one or more gifts under the Canadian Legion Christmas Tree.

Gifts of pens, pipes, pyjamas, sweaters, stationery, shaving sets, etc., will be greatly appreciated by the veterans.

"A Gift or Two is the least you can do for a hospitalized veteran"

The Tree will be in charge of a well-known former Eatonian, Mr. O.W. Barker (Department 122), who is a First World War veteran.

T. EATON CO. LIMITED
WINNIPEG CANADA